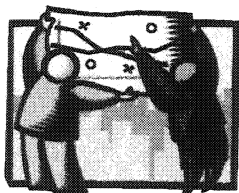


Chapter 7: Sustaining the Initiative



Module 1: Changes for a Lifetime.....391

A summary of factors leading to sustainability

Module 2: Partners.....397

An emphasis on people as your most valuable resource

Chapter 7 *Sustaining the Initiative*

Module 1: Changes for a Lifetime



Step Up and Step Out to Review the Steps to Creating a Successful Coalition!



*"Destiny is not a matter of chance; it is a matter of choice.
It is not a thing to be waited for, it is a thing to be achieved."*

William Jennings Bryan

Successful Coalitions



- Know what they want to change or achieve
- Go through a community review, or evaluation process, to determine wants, needs, resources and problems that limit change
- Market and recruit in order to organize a committed group of community members
- Create action plans that include:
 1. Delegated action steps
 2. Anticipated results
 3. Timelines
- Communicate a vision, mission, and action plans to the community
- Model, or practice in daily life, the changes they wish to create
- Measure results and celebrate success



Checklist for a Healthy Coalition



☐ **Marketing and awareness campaigns are continuous**

Notes

☐ **Most segments of the community are represented on the coalition**

Business

- ☐ Media
- ☐ Grocers
- ☐ Restaurants
- ☐ Health Care
- ☐ Industry
- ☐ Other

School

- ☐ Pre-school
- ☐ Elementary School
- ☐ Middle School
- ☐ High School
- ☐ Latchkey

Government

- ☐ City Planners
- ☐ Recreation

Elderly

- ☐ Meal Sites
- ☐ Skilled Nursing

Departments

- ☐ County
- ☐ State

Facilities

Notes

School partners include individuals who represent

- ☐ Administration
- ☐ Teachers
- ☐ School Food Service
- ☐ Physical educators
- ☐ Other staff

Notes

The coalition structure is strong

- ☐ It recruits members
- ☐ It meets regularly
- ☐ Meetings are well facilitated
- ☐ Meetings have recognized outcomes
- ☐ Resources are identified and used suitably
- ☐ Actions are delegated effectively
- ☐ It develops formal and informal leaders
- ☐ It identifies win/win situations
- ☐ It recognizes members
- ☐ There are enough coalition members to support actions planned and comfortably distribute the work

Notes

The community review has been completed to identify

- ☐ Resources
- ☐ Strengths
- ☐ Areas for development

Notes

☐ **The initiative has a well defined action plan**

Notes

☐ **Community strengths are used to increase opportunities for healthy eating and physical activity**

Notes

Areas for development are reviewed along with problems that limit opportunities for healthy eating and physical activity. Including:

- ☐ **A lack of communication**
- ☐ **Time**
- ☐ **Facilities**
- ☐ **A lack of interest**
- ☐ **Misperceptions**

Notes

-
-
- ☐ **Actions are planned in small steps and with minimal use of resources, i.e., people, time, money, and equipment**

Notes

Action plans include multiple environmental change factors:

- ☐ **Policy**
- ☐ **Collaboration**
- ☐ **Repetition**
- ☐ **Education**
- ☐ **Support**
- ☐ **Reward**

Notes

Links are formed with

- ☐ **Community**
- ☐ **Nutrition Education**
- ☐ **Physical Activity**
- ☐ **School Meals**
- ☐ **Parents**
- ☐ **Kids**
- ☐ **Administration/School Board**

Notes

Actions

- ☐ Reach many different areas of the community
- ☐ Impact a relatively large number of community members
- ☐ Actions are well received in the community

Notes

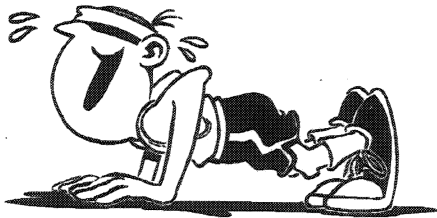
Results are measured/determined

- ☐ Increased number of appropriate policies
- ☐ Increased number of activities with healthy eating or physical activity choices
- ☐ Increased number of opportunities to improve skills for healthy eating and physical activity choices
- ☐ Increased number of people modeling healthy eating and physical activity choices

Notes

- ☐ Even the smallest successes are recognized and celebrated!

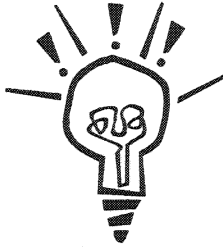
Notes



**Is your coalition in shape
for the long haul?**

**If you left any of these factors unchecked, incorporate the actions
that will allow you to “check them off” in your ACTION PLAN FOR
SUSTAINABILITY!**





Module Tip:

Include actions for sustainability in your coalition's action plan.

FAQs:

- **Question:** How can the coalition be sustained when people, money, resources, and ideas keep changing?

Answer: The coalition is not dependent on things staying the same. It is flexible and will change with the environment and the groups it is working with. Linking people and components makes it easier to adjust to and sustain change.

Module Glossary:

Sustainability: The ability to maintain something over time.

Chapter 7 Sustaining the Initiative

Module 2: Partners



Step Up and Step Out to create lifetime changes!



*"Blessed is the influence of
one human soul on another."*

George Eliot

People...what it is all about



People are your most valuable resource and the key to sustainability! Steps to recognize, respect, and reward people will ensure that your coalition will be able to make a difference for healthy kids.

Six R's

From the Ground Up, A Workbook on Coalition Building and Community Development, AHEC/Community Partners (1) identifies six "R's" of participation. They are reasons people participate in all kinds of groups, organizations, or associations. Incorporating these concepts in planning will ensure sustainability. The six "R's" are:

R's

1. Recognition
2. Respect
3. Role
4. Relationship
5. Reward
6. Results

Recognition

People want to be recognized for their leadership to serve.

Recognition can be given through awards, dinners, highlighting contribution, identification and praise at public events.

Respect

People seek respect from their peers, which is not always found at work, by joining community activities.

Respect can be given by acknowledging all points of view and timely follow-up on requests or comments.

Role

We need to feel needed.

Create coalition roles that interest people with power and substance.

Relationship

People join organizations for personal reasons, such as making new friends, or for public reasons, such as to broaden a base of support or influence.

Encourage relationships by providing opportunities for networking.

Reward

Long-standing members are maintained and new members join coalitions when the rewards of membership outweigh the costs.

Be on the lookout all of the time for the win/win situations that provide the rewards!

Results

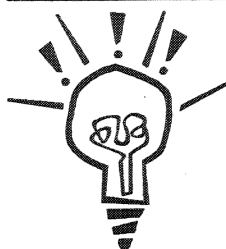
An organization without results will not attract people and resources.

Writing the action plan and measuring successes are the keys to "show me the results!"



References and Resources

- (1) *From the Ground Up, A Workbook on Coalition Building and Community Development, 2nd Edition Spring 1997.*
AHEC/Community Partners, 24 South Prospect Street, Amherst, MA
01002, (413) 253-4283



Module Tip:

Begin now to plan for sustaining your initiative. Remember that people are your key to success.

FAQs:

- **Question:** It is still not easy to keep people motivated. What can we do?
Answer: Have a clear vision of what you want to do and communicate it.
Identify win/win relationships.
Delegate small actions to number of people.
Recognize and reward partners in many small ways all the time.

Module Glossary:

Six R's of participation: 6 reasons people participate in groups, organizations, or associations. Identified by AHEC/Community Partners.

Step Up and Step Out!



Share your Vision

Model your Vision

Make a difference for kids

